July 8, 1994

Name
Address
Address

Dear Name:

Kansas City shopping malls could be next.

We have learned recently that anti-smoking groups in the Kansas City area have been contacting ~~area~~ local shopping mall managers, with the message that customers want smoking banned.

So far, none of the Kansas City malls have announced plans to change their current policies of accommodating all customers.

But that could change any day.

That's why it is so important that smokers take a few minutes to write to the managers of as many area malls as possible, and ask that designated smoking areas continue to be set aside. Area mall managers' names and addresses are included with this letter.

In your letters, you may want to tell the mall managers that having a place to enjoy a cigarette while out shopping is important to you. You may also want to enclose the receipts from your last shopping trip, as a reminder to the mall managers that smokers account for roughly one-third of each mall's business.

Following are some other points you may want to mention:

--Smoking bans are an extreme solution. Smoking bans send the message to smokers that they are not welcome. By

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continuing to accommodate both smokers and non-smokers, malls send a message that all customers are appreciated and welcome.

--Smoking bans are bad for business. Last year two malls in Milwaukee, WI were forced to rescind their smoking bans, when retailers reported significant declines in business.

--Research by the Roper-Starch national polling firm found that most shoppers -- smokers as well as non-smokers -- care more about finding a parking space, having a clean place to eat and getting good value for their money, than they do about smoking. In fact, only a very small percent of *non-smokers* said that they considered smoking to be a problem while shopping.

-- The Roper-Starch data also show that smokers tend to stay longer at the mall than non-smokers, and spend more money while there.

--Most consumers, non-smokers and smokers, believe that smokers should be accommodated in public places like shopping malls. In fact, two recent national public opinion polls. conducted by USA Today/CNN and by Time Magazine/CNN, found that only a small group of extremists believe that smoking should be prohibited altogether.

Last month, anti-smokers scored a major victory when they persuaded the managers of nine St. Louis malls to ban smoking. Fresh from this victory, the antis have now set

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their sights on Kansas City. With your help, we can prevent this from happening.

Thank you for your continued support.

Please Write Today!

Following are the names and addresses for the managers of shopping malls in the Kansas City area. Please take a few minutes to write to as many as possible, and ask that smokers continue to be accommodated.

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